



## Harford County Board of Elections Twitter Procedures

**Our Mission:** The mission of the Harford County Board of Elections is to provide an opportunity for every eligible Harford County resident to register to vote and to administer elections in a fair and impartial manner.

**Note:** The Harford County Board of Election's (HCBOE's) official use of Twitter will continue to evolve. We will continue to learn from the variety of approaches to issues that our Twitter account will address.

**Note:** Official online activities are subject to government-wide ethics regulations as well as other federal statutes, policies and regulations. In addition, existing policies and guidance for privacy, cookies and writing style apply to social media tools as well.

## Twitter Rules

HCBOE only takes responsibility for information it posts from its official Twitter account. HCBOE does not guarantee or warrant that any information cited, retweeted, posted or duplicated in any way is accurate, and disclaims any liability resulting from reliance on any such information. Further, any comments submitted in response to HCBOE information that has been redistributed may not be attributed to HCBOE or its agents and may not be cited as an HCBOE statement or position. HCBOE expressly disclaims any responsibility for its materials that are redistributed for copyright infringement or other intellectual property protections. By disseminating information originating from HCBOE, the third party assumes all liability for ensuring proper citation and attribution.

HCBOE reserves the right to report to Twitter or other appropriate authorities' materials that contain threats or other material in violation of Twitter's terms of service or policies; or HCBOE's social media policy.

HCBOE does not endorse, support or otherwise promote any private or commercial entity or the information, products or services contained on those Web sites that may be reached through links on our Web site or included in comments. HCBOE disclaims responsibility for personally identifiable information that is provided voluntarily and without solicitation.

Twitter is not for conducting official business with the HCBOE.

## What and Why?

Twitter is an easy-to-use platform that allows HCBOE to engage the public in a quickly digestible format. It's free except for staff time. HCBOE uses Twitter because:

- ❖ When followers “retweet,” or repeat an HCBOE tweet, the information we provide has the potential to spread far beyond our own followers.
- ❖ Twitter is easy to use on mobile devices.
- ❖ It's another channel beyond harfordvotes.info where people gather, so we can reach a broader audience.
- ❖ In addition to manual tweets, Twitter can be used to send automated content to an audience that might not subscribe to HCBOE mailing lists.
- ❖ We can reach a specific audience or cover a narrow topic, like a voting system advisory alert.
- ❖ It gives us a chance to respond to discussions about HCBOE or our mission.
- ❖ It gives us another opportunity to provide the public with credible and timely information about election administration.

## Following other accounts

HCBOE follows government accounts that are relevant to the subject of election administration. Even though some of these officials may be elected to office themselves,

HCBOE's following of the official government agency account does not constitute political activity under the Hatch Act.

HCBOE follows accounts that deal with election administration issues. We base our selection on the content and value provided.

HCBOE reviews the accounts we follow from time to time. If they prove to be no longer valuable, we will stop following.

HCBOE will not follow explicitly partisan or political campaign accounts that would constitute political activity under the Hatch Act.

## Retweeting

HCBOE only retweets (repost someone else's tweet) posts that are generated by government entities. This includes federal, state and local governments.

HCBOE only retweets posts that are relevant to election administration.